

The Connection

Newsletter of Shrewsbury Media Connection

Volume 17, No. 3 July 2004

Control Room Gets Facelift

Studio to Close for Week in August

The SMC studio Control Room will undergo a facelift this summer which will include removing every piece of equipment, cleaning and resurfacing the woodwork and then rewiring and adding in some new equipment.

SMC will be contracting the services of **Art Collins**, an engineer who lists PBS, ESPN and the big three networks on his credits. Art also runs the Television Department at Mt. Wachusett Community College and has worked with many access centers over the years.

Due to this work, the **Control Room will be shut down August 13 through August 23rd**. The rest of SMC will continue to operate normally during this time.

SMC Advisory Board Update

The SMC Advisory Board elected new officers during their June meeting. Laurie Hogan was elected Chair, Nick Todisco, Vice Chair and John McDonald, Secretary.

During the summer the Board will be reviewing and updating the missions, goals and objectives for SMC and the three PEG Channels, as well as developing policies for the use of the local VOD.

The Board usually meets on the second Wednesday of the month. All members are encouraged to attend meetings and express their ideas regarding the use of SMC.



SMC's Advisory Board

Laurie Hogan, Chair
Nick Todisco, Vice Chair
John McDonald, Secretary
Kelly Jefferson
Donna Pisano

Join the SMC list serv!

to sign up go to: <http://www.shrewsbury-ma.gov/smc/index.asp>

SETV-34 Update

by *Liz Poplawski, SETV Coordinator*

Tapes, Tapes and more Tapes. That is what my summer is looking like. There is always a calm before the storm at the end of the school year, then BAM! all at once the programming from the last few weeks of school arrive. At this very moment I have 12 shows without a viewing slot. So bear with me, and here are some programs to look for in the heat of the summer:

Peers Influence Peers, String Night, All About...School Security, NHS Induction, Beal School Sing Along, Walter J. Paton Day, The Home Front, Grade 6 Concert, SHS Perspective – Special Olympics and much more.

We send our best wishes to all of the graduating seniors and congratulate all of the ETS students and staff for a great year of programming! We look to the new school year with great anticipation for the productions of the incoming Television students.



SGTV 35 Update

Check out the newest program in our lineup, **Firewatch!** This show is hosted by **Capt. Bill Cummins** and brings you an in-depth look at the Shrewsbury Fire Department with tips on fire safety and much more. You can see Firewatch on **Monday, Tuesday and Wednesday at 6:30 PM.** **Ask the Manager** was recently taped in the **Shrewsbury Senior Center** lobby with a group of seniors present. The show was an enjoyable reprieve from the usual studio shoot.

Look for a new series this fall on Shrewsbury's EMT's produced with **Paul Weaver**.

!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

We will be looking for **volunteers** to help out with a **Special Town Meeting in September**. You will hear from us once we get a date scheduled.

AC Show Goes Regional!

The AC Show a comedy, variety show, the 2003 SPACle Award winner, is now seen on the regional level. The show airs on Charter Cable Channel 3, the Local Origination channel that covers most of Central Mass. The show, produced by Andrew Cosenza, Joe Tonelli, Sean O'Toole and John Tonelli, is on WCTR immediately following the Thursday night news.

Another Successful KidVid Class!



July KidVid Class

l-r. Joe R., Mark L., Corey M., Andrew M., Nicole B., Nikita J., Britney C., Emma L., Alexandra K.

SPAC "Producer of the Year" Featured in Nationally Syndicated Comic Strip!

Monica Mansfield, SPAC's "Producer of the Year" for 2003, has been featured in the comic strip, "The Big Picture" which is created by local musician and artist, Lenny Peterson.

As Peterson's veterinarian and friend, Monica has been mentioned several times in the strip, but was featured almost daily between July 12th and July 25th. Below is a sample of one of the strips. *Reprinted by permission.*



FREE CLASSES

ORIENTATION

Interested in finding out what Public Access television is all about? Do you want to see your Public Access facility? Then, join us for a brief session that will enlighten you as to what Public Access is, what SMC has to offer, and how you can access the power of television. Orientation is required before enrolling in a SMC class. Orientations are scheduled on a one-to-one basis.

**Call Marc Serra at SMC
(508) 841-8650**

BASIC FIELD PRODUCTION

A comprehensive 2-session course. Training in single camera digital video production including: camera use, shooting techniques, lighting, audio and more. The course will enable participants to produce programming for cablecast on Channel 33. Orientation is a pre-requisite to this class.

Class Dates: October 8 & 15

BASIC STUDIO

Introductory 4-session course on the basics of operating cameras, recording sound, technical directing, managing a production, and the use of Scala graphics in the SMC studio. You will get hands-on experience during class. This course will enable participants to produce programming for cablecast on SPAC TV 33. Orientation is a pre-requisite.

Class Dates: October 20, 27 & November 3 & 10

DIGITAL EDITING

4-sessions cover features of Apple's Final Cut Pro editing software. Cut and Paste video clips, add music, graphics, and transitions all in one easy to use interface.

Class Dates: Oct 19, 26 & November 2, 9

Shrewsbury Media Connection

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"Shrewsbury On Demand" Unveiled by SELCO and SMC!

Public (SPAC TV-33), Educational (SETV-34) and Government Access (SGTV-35), the community television channels, are now available "on demand" as part of the Cable Company's new Video on Demand (VOD) service. VOD is available to anyone in Shrewsbury with digital cable service. The local programs on VOD are of course, free. This is quite possibly the first cable system in the nation to offer Public Educational And Government Access on VOD.

Some of the programs available now are:

- Selectmen's Meetings
- SHS 2004 Graduation and Commemoration
- Middle School News Network
- Selectmen's Roundtable
- School Committee Meetings

Public Access programming will be available soon as we finish testing out the system and develop policies for public use of VOD. Producers at SPAC should call or come down and talk to the staff about getting their shows on VOD!

^^

SAVE THIS DATE! September 18th! SMC Family Brunch and Producers Meeting

Stay tuned for details

Join Us! for the 8th Annual Spirit of Shrewsbury Fall Festival

LIVE COVERAGE begins on the Town Common Saturday morning, October 2nd. SMC will also provide live coverage of the Parade Sunday at 1:00 PM. Volunteers are needed to help cover the many events over the 3 day festival. Call Marc or Bill to find out more about the production opportunities during the Spirit of Shrewsbury Festival or stop by our booth Saturday morning.

Mission: To build community, empower the individual, and ensure First Amendment expression through the utilization of communication technologies.